

Cisco IP Telephony

Dave Corley
Engineer, IP Communications Business Unit
Cisco Systems

Agenda

Cisco.com

- **What is IP Communications?**
- **Why the IP Communications Success?**
- **Cisco IP Communications Components Today**
- **A Look to the Future**

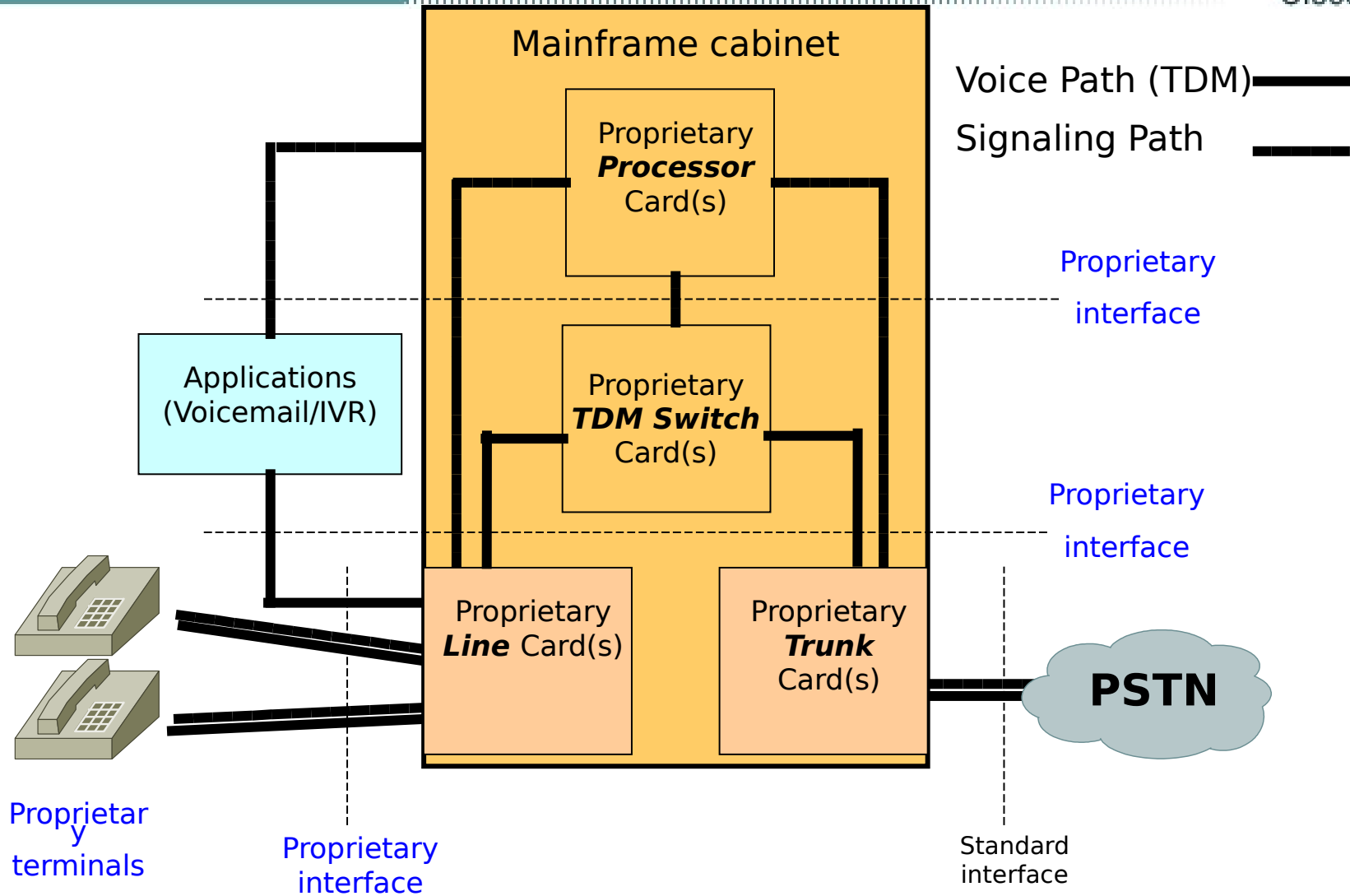
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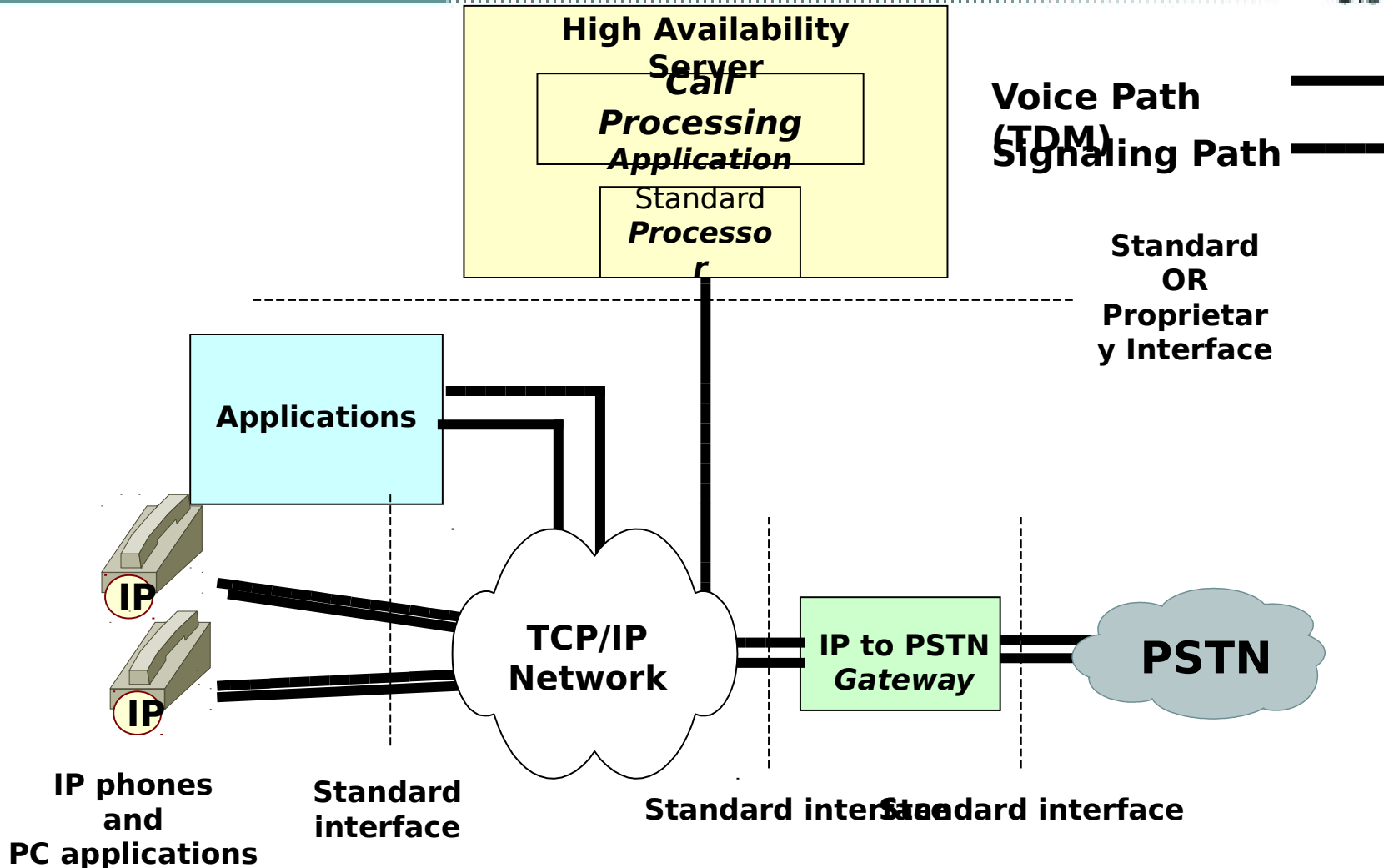
TDM PBX Architecture

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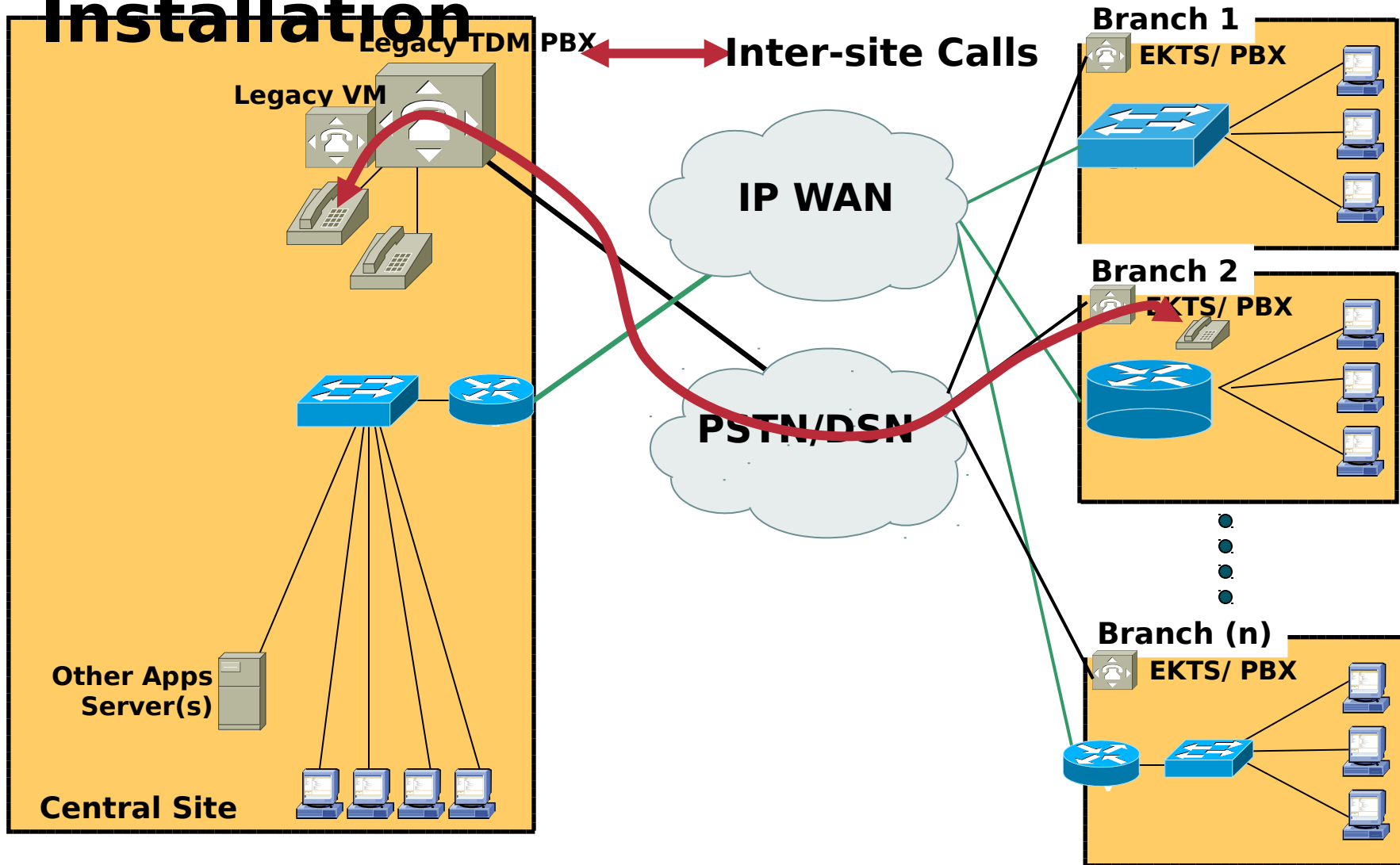
IP PBX Architecture

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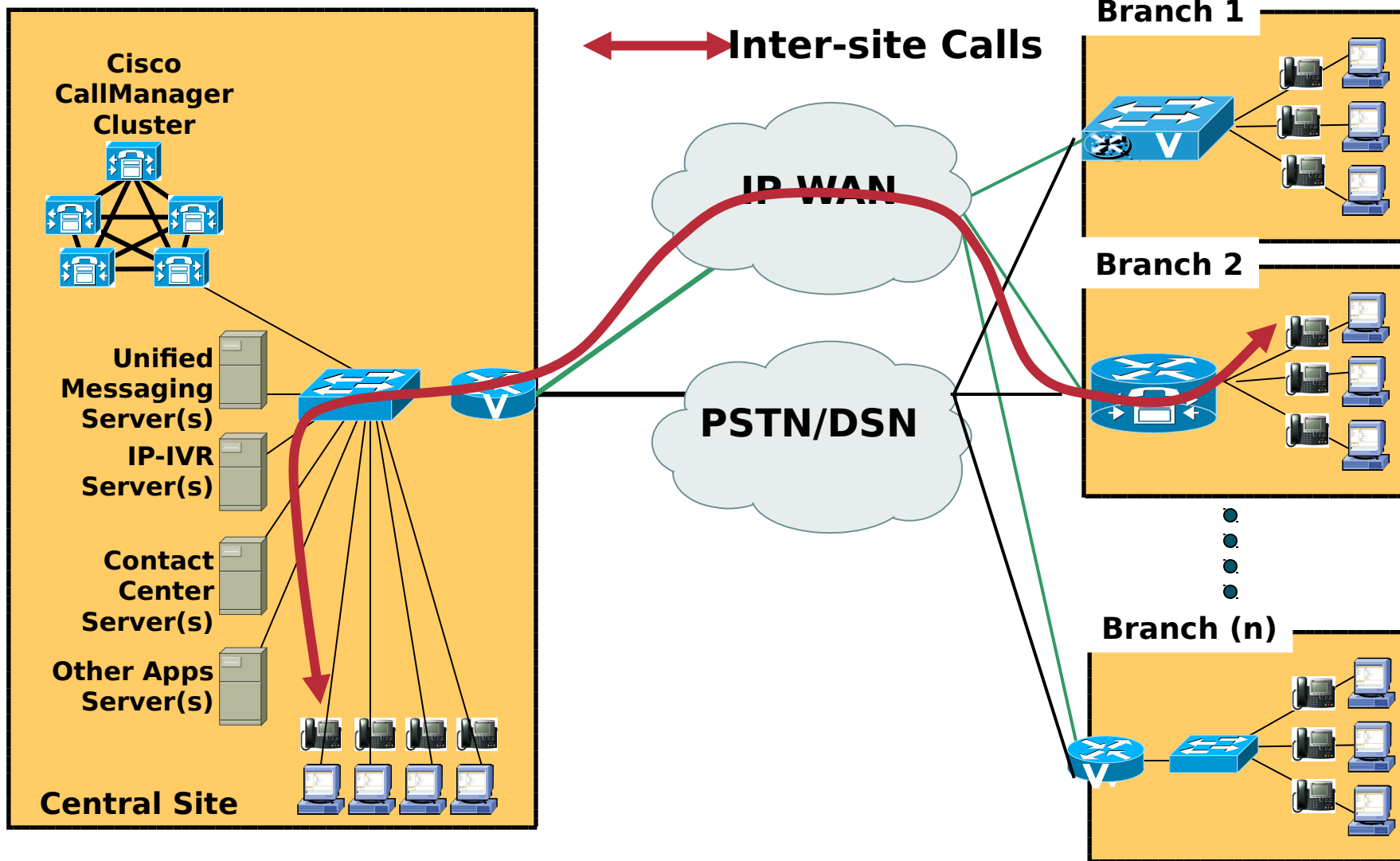
Practical Example Migration - Before IPC Installation

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Practical Example Migration - After IPC Installation

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Where Is IP Communications Today?

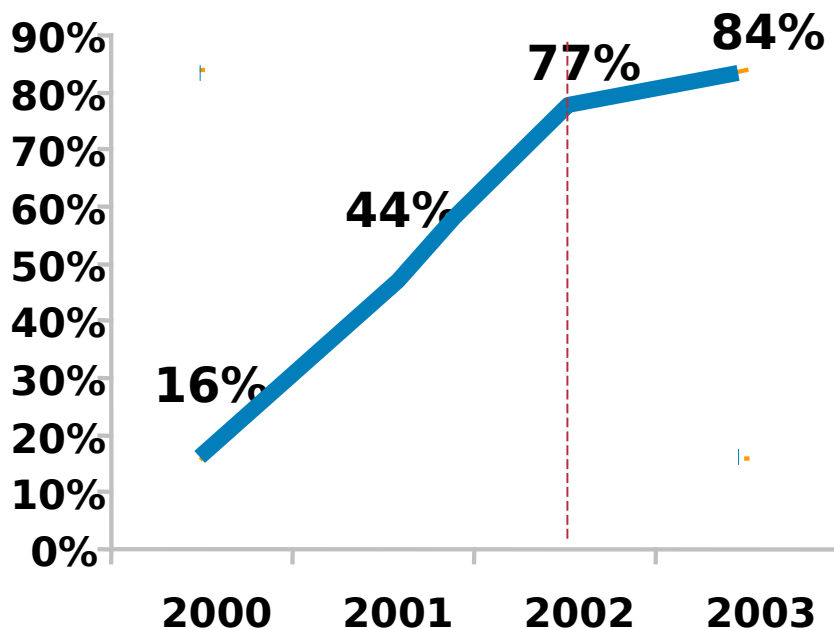
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- In the last 18 months, all major communication suppliers have announced that their next-generation products will be based on IP
- For many businesses, it is no longer a question of *If*, but *When*
- The business case for IP telephony is increasingly driven by measurable gains in end-user productivity

IP Communications: Here and Now

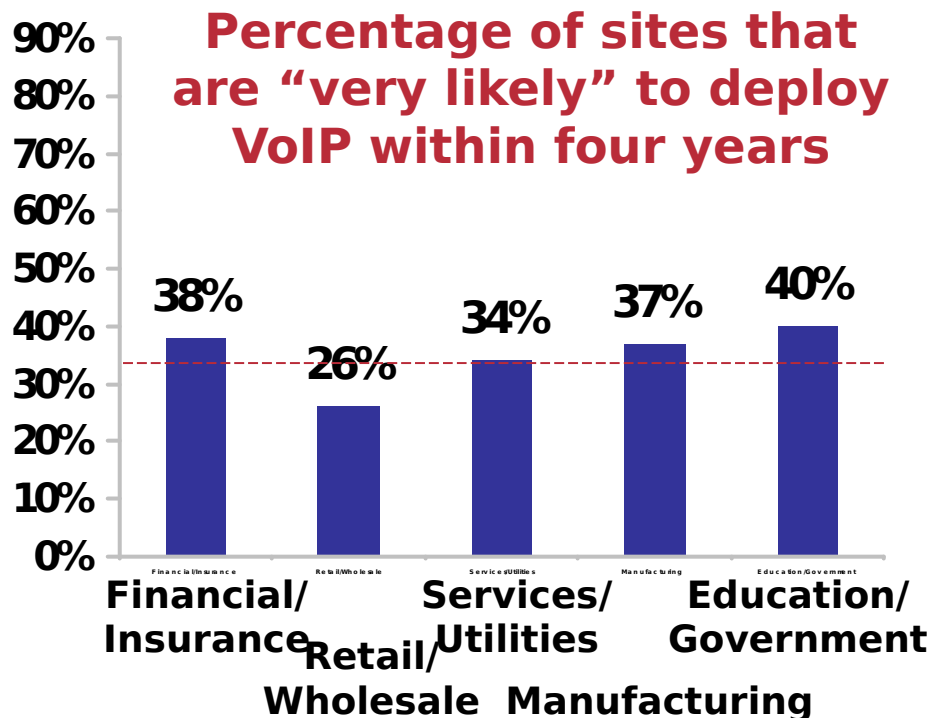
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Timeframe to Begin Implementing IP Telephony



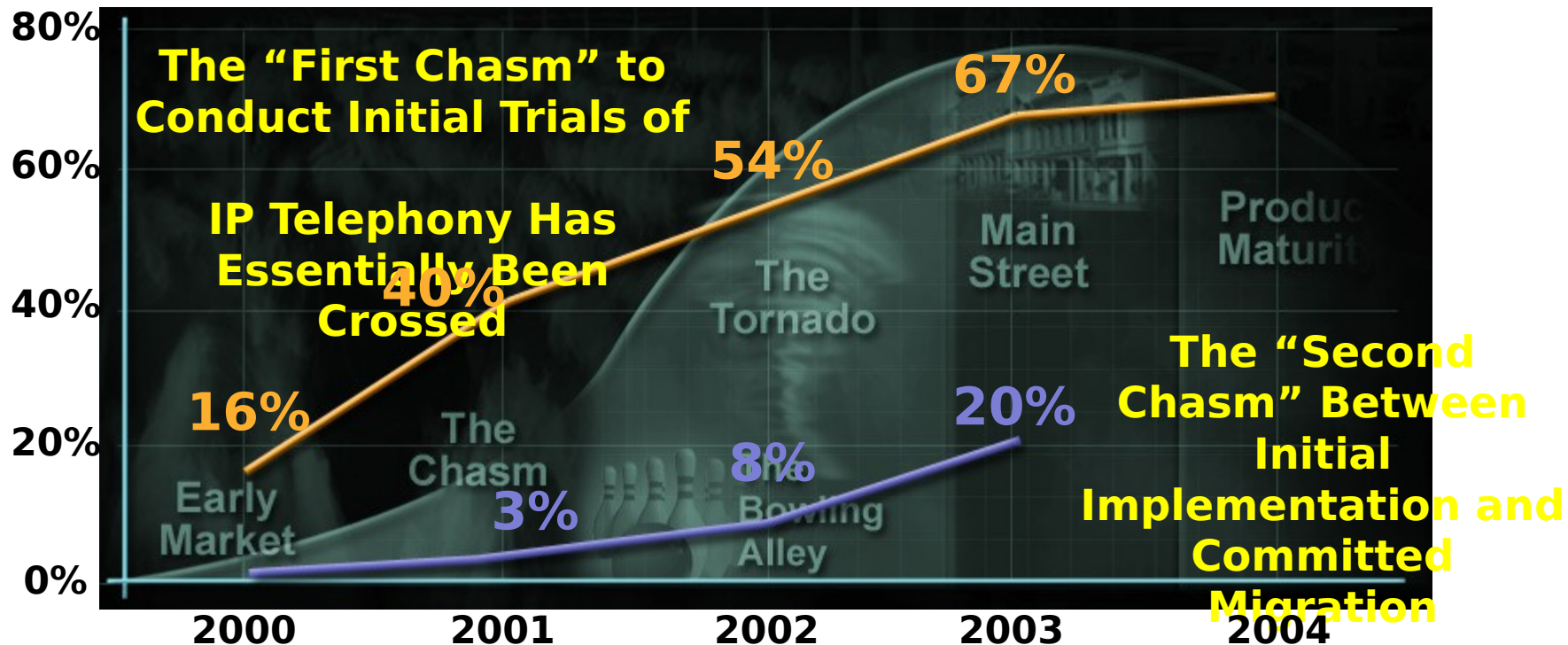
Source: InfoTech, 2002

Market Demand By Industry Segment



Over Half of US Businesses Using IP Telephony

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Source: InfoTech, December 2002



A History of Voice Technologies at Cisco

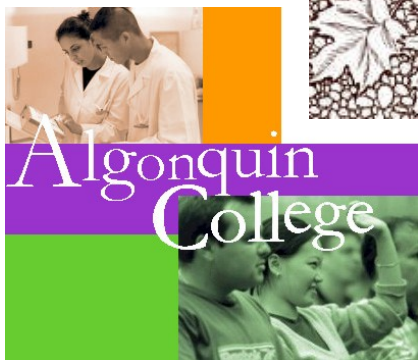
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Cisco IP Communications Installations Worldwide

- Cisco has shipped over 1,600,000 IP phones
- Over 6,700 IP communications customers worldwide
- Cisco Systems, has 35,000 employees using IP telephony worldwide—over 130 PBXs replaced globally
- Cisco Executives, including all CXOs, using Cisco IP Phones
- IP Telephony Market leader with 52% market share (Synergy Research - 2002)

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Must Haves: Reliable, Scalable, Accessible Service

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Electrical Grid

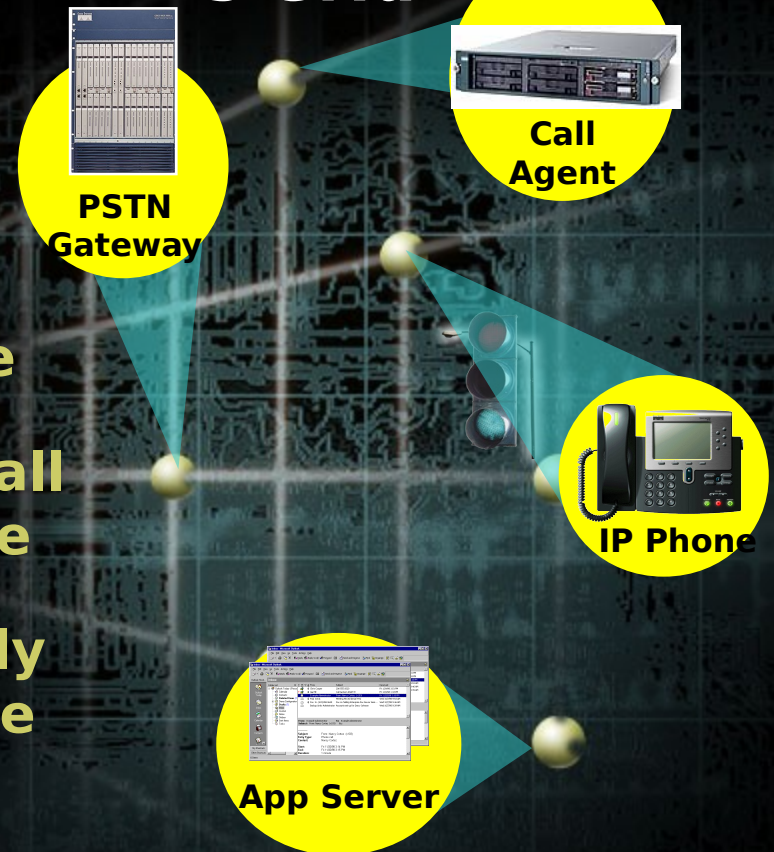


Highly Available

Exponentially Scalable

Universally Accessible

Communications Grid



The IP Communications “Hierarchy of Needs”

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*“Give me a productivity edge
over my competition”*

**Progressive
Productivity**

*“Help me work across boundaries
inside and outside my business”*

**Enhanced
Collaboration**

*“Let me communicate
any time, from anywhere”*

Business Virtualization

*“Work smoothly
with what I have”*

Legacy Integration

*“Help me save
money”*

Transport Efficiency

How Do IP Communications Drive Productivity?

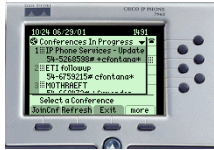
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	IT Staff	End User
Faster moves, adds and changes	X	
Decreased reliance on external vendor services	X	
End users can complete more tasks without assistance	X	
Less time spent managing spares for multiple brands	X	
Less time checking voicemail because calls follow user		X
Improved telecommuter productivity		X
Ubiquitous access to PBX features for mobile workers		X
Access to PBX features at remote sites		X

Source: Sage Research, September 2002

Still Looking for the Killer App?

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Conference Manager



Inventory Check



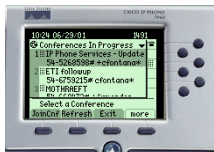
Flight Schedule



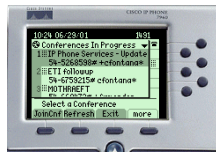
Employee Directory



Stock Ticker



Purchase Reqs



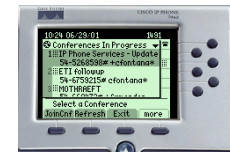
Outlook Integration



Room Service



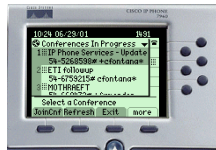
Advertising



Emergency Bulletin



Wake-Up Service



Headline News



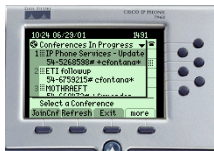
Time Cards



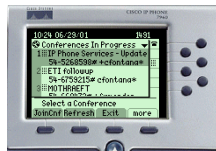
Class Registration



Local Attractions



Employee Benefits



Unified Messaging



Shipment Tracking



Account Codes



Phone Call

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Cisco's Comprehensive Voice Systems Portfolio

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Call Control

BTS 10200



PGW
2200

MCS 7835



2400-SRST

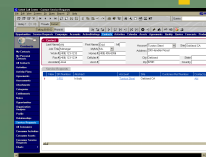


ICS 7750

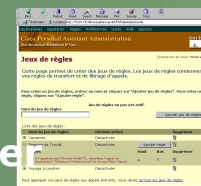


Conference
Manager

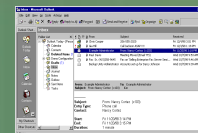
Applications



IP Contact Center



Personal
Assistant



Unified Messaging

Catalyst
Switches

4500
Series

3550
Series

6500
Series

2950
Series

Endpoints



7900 Series



SoftPhone ICS 7935



Gateways



AS5400



2400/2600/
3600 Series



Catalyst 4200



MGX 8850

Cisco IP Phones and Terminals

Cisco.com



7902



7905



**7910,
7910s**

w



7912

**Basic IP
Phones**



7940



7960

**Mid-range
IP Phones**



**793
5**



**792
0**



**Softpho
ne**

**Special
Function IP
Phones**



**ATA-
186/1
88**



**VG-
248**

**Station
Gateways**

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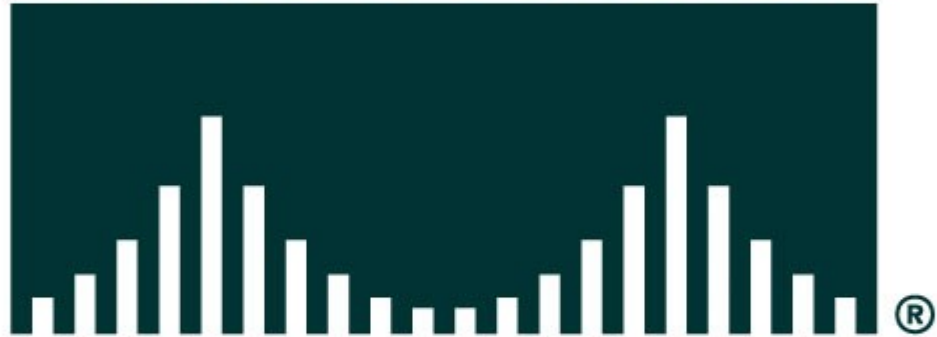
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The Future

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- **Executive Phone Sets**
- **Integrated Web Services**
- **MLPP**
- **Security**
- **Video**
- **Wireless**
- **SIP**
- **... and an end-to-end solutions focus to derive even more value from all network components**

CISCO SYSTEMS



EMPOWERING THE
INTERNET GENERATION